

Santas, Sparkles, Smiles and Sales



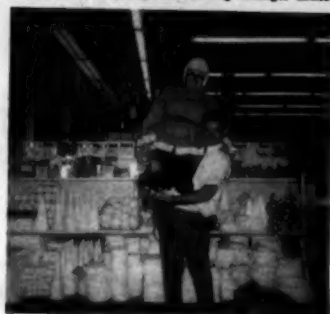
Old St. Nick arrives at the center, 695, Farmington, Mich., by helicopter and a cheering throng of youngsters. Smiling Manager Ernest M. Wood lends a helping hand.



Stockman Wally Kridner, 6089's Santa in Bensenville, Ill., listens to to't's dream.



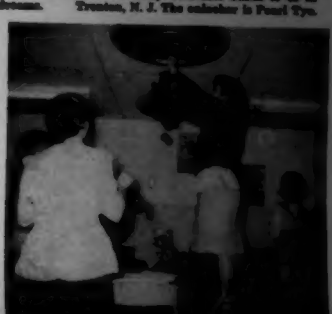
Stella Bellamy welcomes Santa to 65 in Trenton, N. J. The collector is Pearl Tye.



Mrs. Santa Claus, alias Marie Thomas, 764's personal supervisor (Las Vegas, Nev.), gets a lift from Leo Boud, the junior assistant manager.



Doris McLeod, party goods department head at Krage 221, Fargo, N. D., shows a holiday shopper Krage's booklet "Make It Yourself Christmas Ideas." The booklet has received wide acclaim.



Decking the halls for the annual Christmas party are Dorothy Garroth, Evelyn Johnson, Edith Squires and JoJo Pusey at 702, Little Rock, Ark.



Christmas window display at 760, Orlando, Fla., ushers in the holiday season with angels, candles, and the message "Just say charge it at Krage's."



Lynne Syring of the electric department at K-mart 6818, Champaign, Ill., lights up the store with Christmas decorations from her new assortment.



"Ride a reindeer" says Nellie Olin, toy department head at 70, Lansing, Mich., as she proudly shows off her winning display of plastic reindeer.

Claud Carver Retires as Top Merchant

(Continued from page three)

"I always tried to have smooth running organizations without dissension. If there were personal problems we always worked them out by quietly talking them over in private," he explained.

As merchandise manager of the former Dollar Store Division from 1949 to 1954, Mr. Carver declared that he enjoyed a cordial relationship between the managers and himself that would be hard to beat anywhere.

He reached the peak of his merchandising career in 1955 when he was appointed buyer of lingerie, foundation and sleeping garments. One of the most satisfying tasks he undertook when assuming the position was a study of nearly 200 suppliers and their products.

As a result of his investigations he chose a select group of suppliers whom he could count on for quality merchandise and cooperation. "It has been one of my greatest satisfactions to work with these people," he commented.

Much of Mr. Carver's character is reflected in his attitudes and policies relating to suppliers. His philosophy has been: "Always be fair and impartial in dealings with suppliers and never show favoritism. When you establish confidence in each other, your attainments will always be greater."

Although Mr. Carver's philosophy has largely been to promote creativeness among suppliers, one of the best lines was developed by his office. Krage's copyrighted the Nyicrest line of panties which continues to produce more than a million dollars in volume per year.

During his 19 years as buyer, lingerie, foundation and sleeping garment sales have doubled. When he took over the position, sleepwear was a very small item and Mr. Carver saw the possibilities. This year sleepwear sales will run into millions of dollars.

From a nine-year-old clerk limited to selling a few items in a general store to buyer of lingerie, foundation and sleeping garments for 791 stores of the Krage Company in the United States and Puerto Rico—Mr. Carver proved he truly did have merchandising in his blood.

After December 31, Lantana, Fla., will be the home of Mr. Carver and his wife. He has purchased a home bordering on the Atlantic Country Club's golf course.

Governor Names W. R. Baker To Michigan Education Group

Wesley R. Baker, executive assistant to Stanley S. Krage, was appointed a member of the Michigan Higher Education Assistance Authority by Gov. George Romney.

In making the appointment Gov. Romney declared: "I have every confidence that you will derive personal satisfaction in this important position and that the State of Michigan will benefit from your intelligence and vigor."

The Authority is an agency of the State of Michigan composed of representatives of Michigan's institutions of higher education and

lay citizens. It is operated with a self-supporting loan fund made possible through private donations, state matching funds and deposits from Michigan colleges and universities and state appropriations for a scholarship fund.

Mr. Baker will serve through May, 1966 with 13 other members including Dr. Lynn M. Bartlett, state superintendent of public instruction; Dr. Gordon Riethmiller, president of Olivet College, Olivet, Mich.; the Rev. David E. Meier, vice president, University of Detroit, Detroit, Mich.; and Dr. Woodward C. Smith, vice president, Central Michigan University, Mount Pleasant, Mich.